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FOREIGN NEWS ON APPLES

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RUSSIAN APPLES IN THE BRITISH MARKET



Apples from Crimea, Russia, have been sold in Covent Garden, London, during the past three seasons, according to Mr. Edwin Smith, Fruit Specialist of the Bureau of Agricultural Economics in Europe. The first were said to have been transported from Crimea to Moscow by the Soviet Government and there packed in cases for export. The attempt was crude, resulting in non-standard boxes, blemishes from disease and insect injury and general lack of uniformity. The fruit, however, was flashy in appearance but it sold at low prices.

Since this first attempt consistent progress has been made in the improvement of this product. This year's outturn, the first of which Mr. Smith has examined at Covent Garden, offers a great contrast to the original shipments. An exact duplicate of the standard Northwest apple box has been perfected and the pack is as good, according to Mr. Smith, as any pack he has observed coming from the eastern part of the United States or Canada. Use of the American style box was started last year. Packing is now being done in the orchard districts. This year an attractive label has been added, which greatly improves the merchandising appearance of the package. Soviet lithographers have done a very good job in producing a colored label. The variety and source of the apples, as well as the insignia of the Soviet Government, are placed over the label by means of stickers.

It is interesting to note that two of the varieties coming from this far-off district bear a very close resemblance to two of the American varieties, Grimes Golden and Yellow Newtown. The latter apples had a close resemblance to the Yellow Newtowns grown at Watsonville, California, being somewhat flat in shape with the characteristic russetting at the stem end. However, the skin of the apple had a better finish and the flavor and texture were excellent, states Mr. Smith.

Prices being realized on the Crimean apples range from \$1.46 to \$2.92 per box, which is not very satisfactory from an American point of view. The standards of value are very different in Russia, however, and it is not believed that these relatively low prices will affect the onward progress of this industry.

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